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ABSTRACT

The book provides an examination of research and practice related to enrollment management at institutions of higher education. Part 1 describes enrollment management in the context of strategic planning and presents four organizational approaches. Part 2 focuses on marketing and student recruitment, while Part 3 considers student retention. Finally, part 4 discusses building comprehensive enrollment management systems. Chapters have the following titles and authors: "Principles and Objectives" (Don Hossler and John Bean); "Strategic Planning and Enrollment Management" (Bean); "Organizational Approaches" (Hossler); "How Students Choose Colleges" (John Braxton); "Marketing in Nonprofit Organizations" (Catherine Clark, Hossler); "Doing Effective Market Research" (Braxton); "Applying Marketing Strategies in Student Recruitment" (Thomas Abrahamson, Hossler); "Case Studies of Successful Marketing in Two Institutions" (Trudy Bers et al.); "Why Students Leave: Insights from Research" (Bean); "Using Retention Research in Enrollment Management" (Bean); "Programs and Activities for Improved Retention" (Robert Thomas); "Successful Retention Programs at Two Institutions" (Faye Plascak-Craig et al.); "Understanding and Designing Information Systems" (Nick Vesper); "Case Study: How Information Systems Support Enrollment Management" (Mariea Noblitt); "Enrollment Management in Action" (Barry Abrams et al.); and "Tailoring Enrollment Management to Institutional Needs: Advice to Campus Leaders" (Bean and Hossler). Includes approximately 180 references. (DB)

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